

## ABSTRAK

### PENGEMBANGAN KEGIATAN WISATA ALAM BERBASIS PERSEPSI WISATAWAN DAN KONTRIBUSINYA TERHADAP KONSERVASI MANGROVE DI PETENGORAN

Oleh

ALVINA ARIFA

Ekosistem mangrove di Indonesia, khususnya di kawasan Petengoran, Lampung, menghadapi tantangan serius berupa penurunan kualitas dan kuantitas akibat konversi lahan dan eksploitasi sumber daya. Permasalahan utama dalam pengembangannya adalah kurangnya perhatian terhadap dimensi sosial seperti persepsi wisatawan serta adanya kesenjangan antara harapan pengunjung dengan realitas fasilitas di lapangan. Penelitian ini bertujuan untuk menganalisis potensi objek dan daya tarik wisata, mengidentifikasi jenis kegiatan wisata alam, serta mengevaluasi persepsi wisatawan terhadap infrastruktur, akomodasi, dan kontribusi mereka terhadap konservasi di Wisata Alam Mangrove Petengoran. Metode yang digunakan adalah pendekatan deskriptif kuantitatif melalui survei lapangan yang dilaksanakan pada Oktober hingga Desember 2025. Data dikumpulkan dari 30 responden wisatawan menggunakan teknik *purposive sampling* dan wawancara mendalam dengan pengelola melalui *snowball sampling*. Analisis data dilakukan secara deskriptif dengan transformasi skala Likert menggunakan *Method of Successive Intervals* (MSI). Hasil penelitian menunjukkan bahwa kawasan ini memiliki potensi besar pada keanekaragaman flora dan fauna mangrove (skala 3,06). Namun, persepsi wisatawan terhadap aksesibilitas jalan (1,92), ketersediaan tempat sampah (2,06), dan sarana penginapan (2,06) masih berada pada kategori kurang memadai. Meskipun pelayanan pemandu dinilai baik (3,06), aspek visual keindahan alam memerlukan penataan lingkungan yang lebih optimal (2,40). Simpulannya, Wisata Mangrove Petengoran memiliki prospek pengembangan yang tinggi namun memerlukan perbaikan signifikan pada infrastruktur fisik dan fasilitas penunjang. Strategi pengembangan harus difokuskan pada peningkatan aksesibilitas, pengelolaan limbah, serta penguatan program edukasi konservasi guna menjamin keberlanjutan ekosistem dan kepuasan pengunjung.

Kata Kunci: Wisata Alam, Persepsi Wisatawan, Konservasi, Petengoran, Infrastruktur Wisata.

## **ABSTRACT**

### **THE DEVELOPMENT OF NATURAL TOURISM ACTIVITIES BASED ON TOURIST PERCEPTION AND ITS CONTRIBUTION TO MANGROVE CONSERVATION IN PETENGGORAN**

**By**

**ALVINA ARIFA**

Mangrove ecosystems in Indonesia, especially in the Petengoran area, Lampung, face serious challenges in the form of declining quality and quantity due to land conversion and resource exploitation. The main problem in its development is the lack of attention to social dimensions such as tourist perceptions and the gap between visitor expectations and the reality of facilities in the field. This study aims to analyze the potential of tourist objects and attractions, identify types of natural tourism activities, and evaluate tourists' perceptions of infrastructure, accommodation, and their contribution to conservation in Petengoran Mangrove Natural Tourism. The method used is a quantitative descriptive approach through field surveys which will be carried out from October to December 2025. Data was collected from 30 tourist respondents using purposive sampling techniques and in-depth interviews with managers through snowball sampling. Data analysis was carried out descriptively with Likert scale transformation using the Method of Successive Intervals (MSI) to obtain more accurate results. The results of the study show that this area has great potential for the diversity of mangrove flora and fauna (scale 3.06). However, tourists' perception of road accessibility (1.92), availability of garbage cans (2.06), and lodging facilities (2.06) is still in the inadequate category. Although the guide service is rated good (3.06), the visual aspect of natural beauty requires more optimal environmental arrangement (2.40). In conclusion, Petengoran Mangrove Tourism has high development prospects but requires significant improvements to physical infrastructure and supporting facilities. Development strategies must be focused on improving accessibility, waste management, and strengthening conservation education programs to ensure ecosystem sustainability and visitor satisfaction.

**Keywords:** Natural Ecotourism, Tourist Perception, Conservation, Tourism, Tourism Infrastructure.